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R 060610Z JUN 08
FM AMEMBASSY BANDAR SERI BEGAWAN
TO RUEHC/SECSTATE WASHDC 4265
INFO RUEHGP/AMEMBASSY SINGAPORE 3415

UNCLAS BANDAR SERI BEGAWAN 000176

SIPDIS

DEPARTMENT FOR EB/CBA (DAWINSTEAD) AND EB/EX (GGRAY)

SINGAPORE FOR DANIEL THOMPSON
KUALA LUMPUR FOR DAVID COTTRELL

E.O. 12958: N/A

TAGS: [ABUD](#) [BEXP](#) [BTIO](#) [EINV](#) [ETRD](#) [AFIN](#) [BX](#)

SUBJECT: BRUNEI - BFIF FY08 FUND CITE - OUTCOME AND EXPENDITURE
REPORT AT

- A) FOOD AND HOTEL ASIA (FHA) 2008
- B) CLIENT TRACKING SYSTEM (CTS) TRAINING

REF: STATE 42436

1. As per reftel, the following is the outcome and expenditure report for post's participation at the following events in Singapore 22 - 29:

Food and Hotel Asia (FHA) 2008, April 22-25, 2008

Post's Commercial Assistant, Josephine Chan, introduced the Brunei market to US food equipment and food service exhibitors at the USCS-led US Pavilion, as well as food manufacturers and producers at the USDA-led US pavilions.

CA Chan attended to three showtime meetings with food service companies, counselling them on market conditions in Brunei. Although the hotel and hospitality market is limited, there may be a niche retail market for high quality items, including glassware and cutlery. CA Chan is actively following up on a GKS/SCP prospect as an outcome of the counselling.

CA Chan also briefed food exhibitors on market entry conditions in Brunei, including halal food issues at the USDA exhibitor briefing on April 23. Although the Brunei halal regulations pose an impediment to the entry of US fresh and frozen meat and poultry products, the market remains open for other US food products. CA Chan will continue to work closely with regional USDA officials to closely monitor the halal issues in Brunei, and to encourage US food exporters to look at Brunei.

Client Tracking System (CTS) training, April 28-29

CA Chan joined FCS partner post for Client Tracking System (CTS) training, April 28-29. CA Chan learnt the new features and tools of CTS, to effectively manage commercial client information and services. Post is ready to use web-based CTS when available at post, under Commercial Service - State MOU.

Expenditure

Budget:	USD3,345.00
Total Expenditure:	USD3,044.89

Breakdown:

Airfare:	USD 392.49
Lodging:	USD1,560.09
M&IE:	USD1,020.00
Transport:	USD 72.31

2. Post will fax documents to EB/ED - Gale Gray.

FRIEDMAN